

INDEX KOSOVA

*Joint venture with BBSS
Gallup International*



Media in Kosova

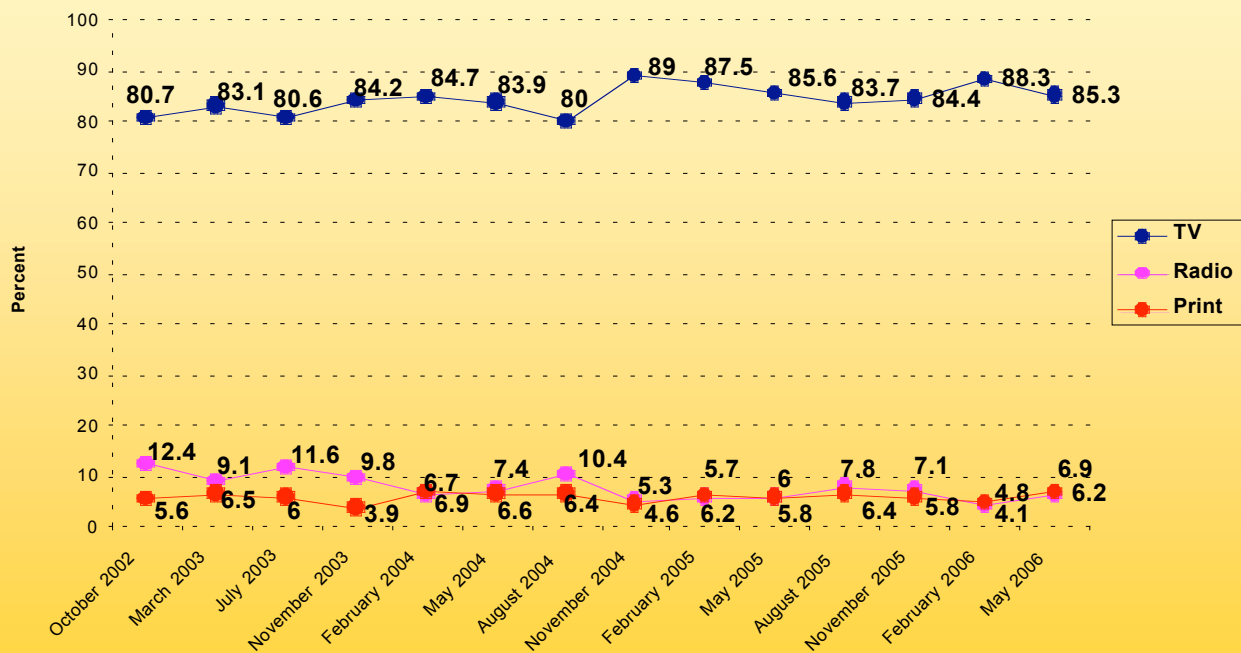
Media Survey in Kosova - Wave 14 (May 2006)

10 June 2006

Survey Information

- ⇒ Fieldwork conducted between 23-29 May 2006
- ⇒ Sample size: 1,104 respondents, Albanians and minorities (without Serbs)
- ⇒ Representative sample for Kosova population aged 15+ years
- ⇒ 23-minute face-to-face interview, in-home of respondent
- ⇒ Every fifth interview back-checked in the field
- ⇒ Margin of error = $\pm 2.9\%$

Main Source of Information

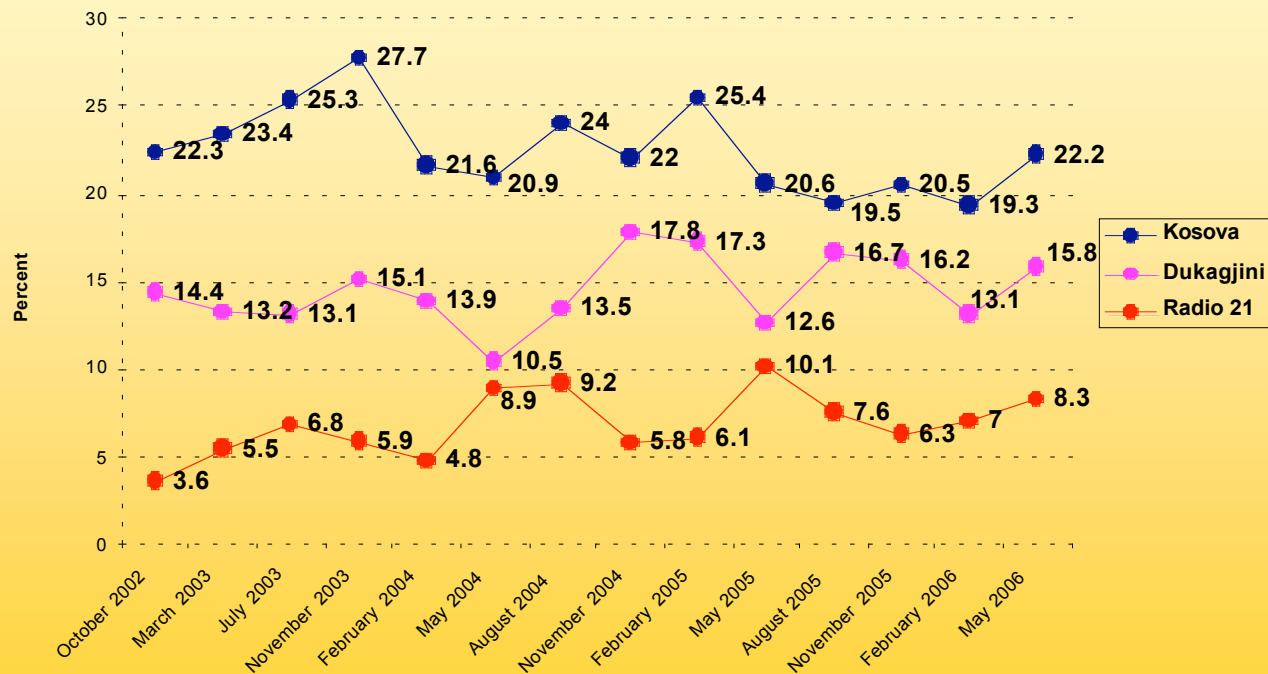


TV = 85.3%

Radio = 6.2%

Print = 6.9%

Most Trusted Radio Stations

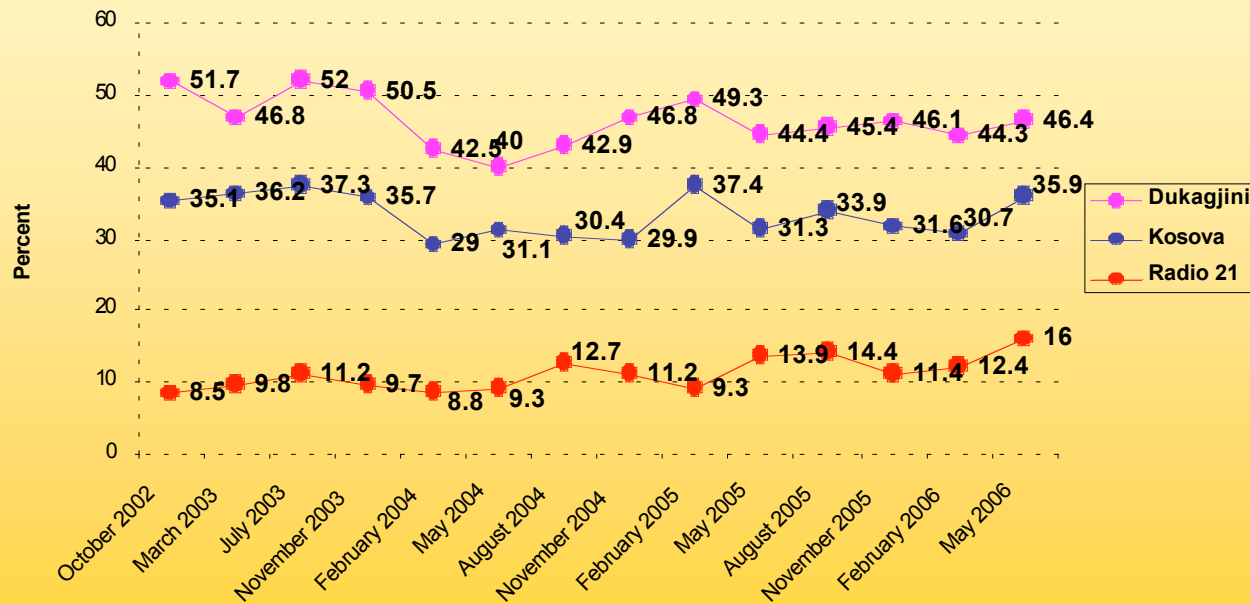


Kosova = 22.2%

Dukagjini = 15.8%

Radio 21 = 8.3%

Most Listened To Radio Stations



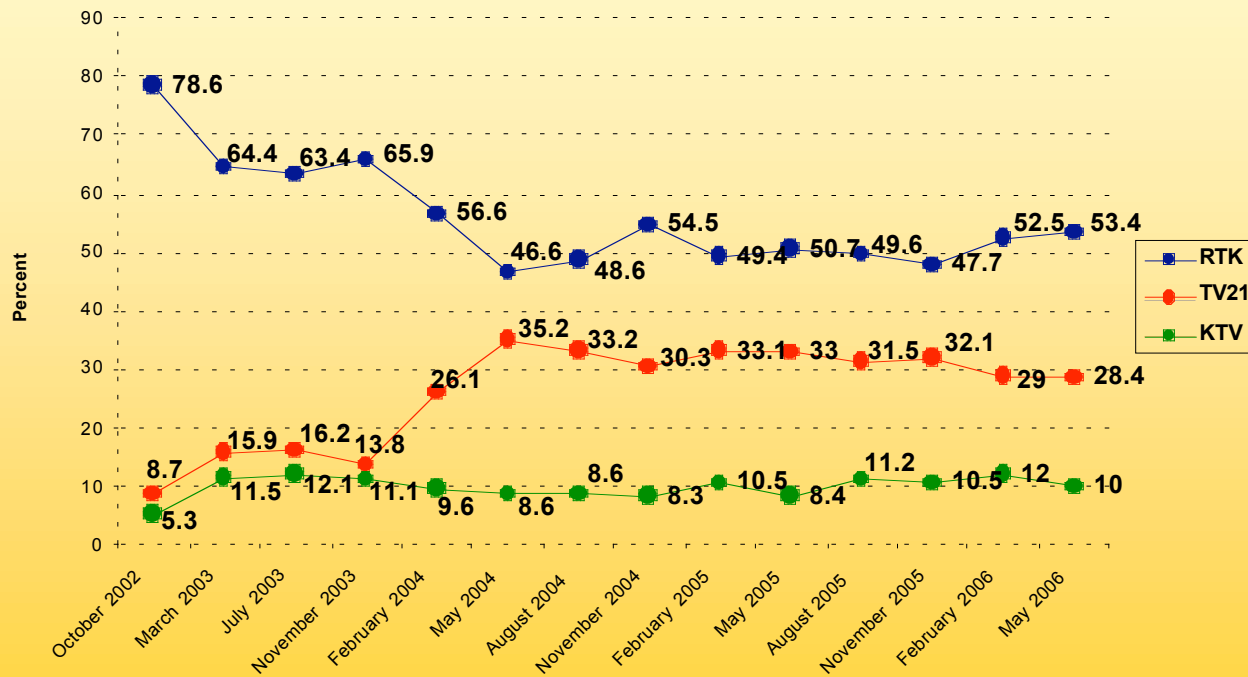
Dukagjini = 46.4%

Kosova = 35.9%

Radio 21 = 16.0%

Note: Cumulative % of 1st, 2nd and 3rd mentioned

Most Trusted TV Channels

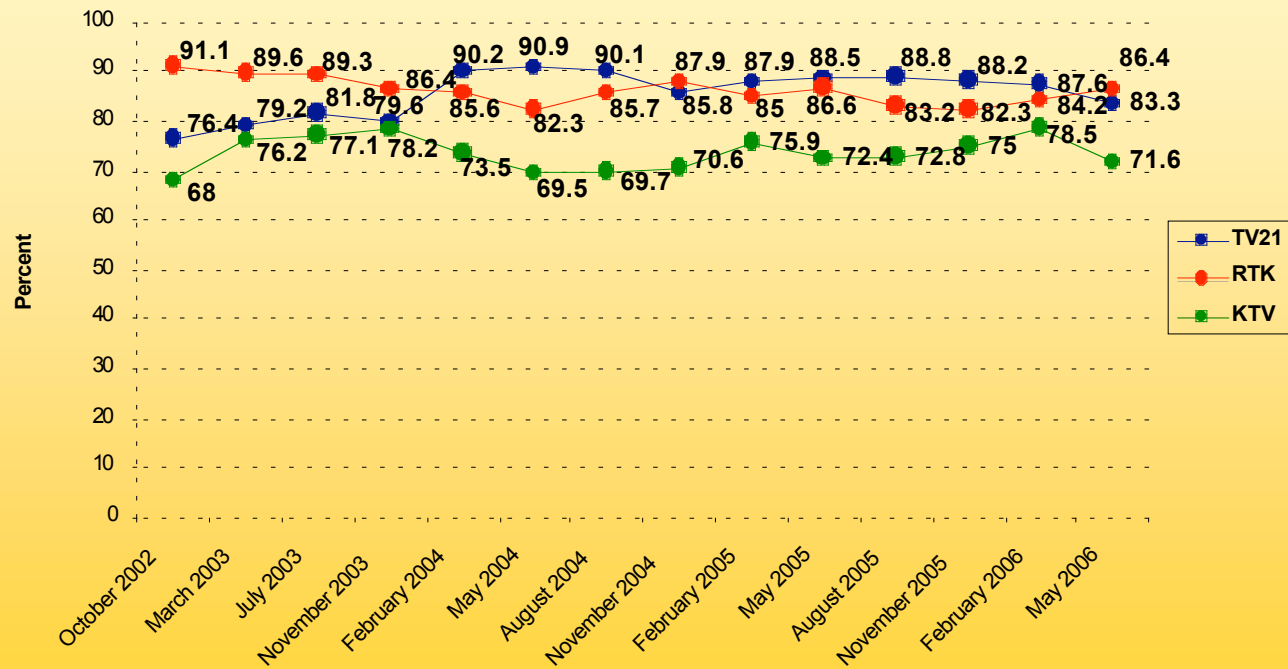


RTK = 53.4%

TV21 = 28.4%

KTV = 10.0%

Most Watched TV Channels



RTK = 86.4%

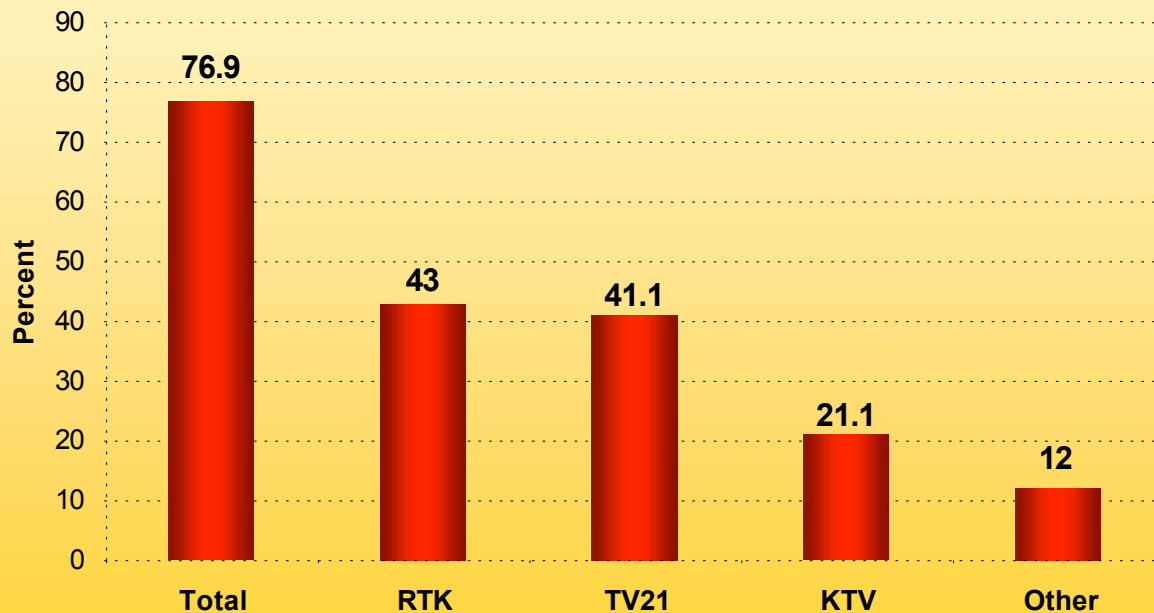
TV21 = 83.3%

KTV = 71.6%

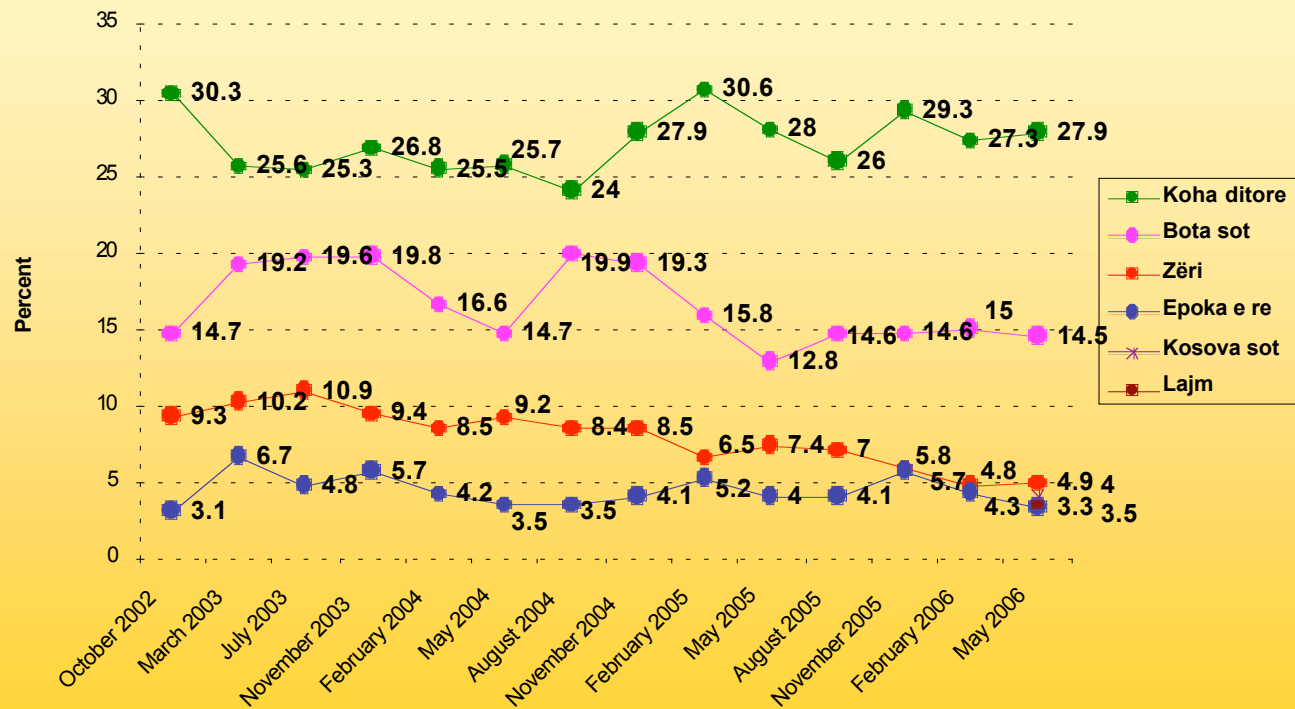
Note: Cumulative % of 1st, 2nd and 3rd mentioned

Actual Viewership of National TV Channels

(Last week of May 2006, 22-28 May)



Most Trusted Dailies



Koha ditore = 27.9%

Bota sot = 14.5%

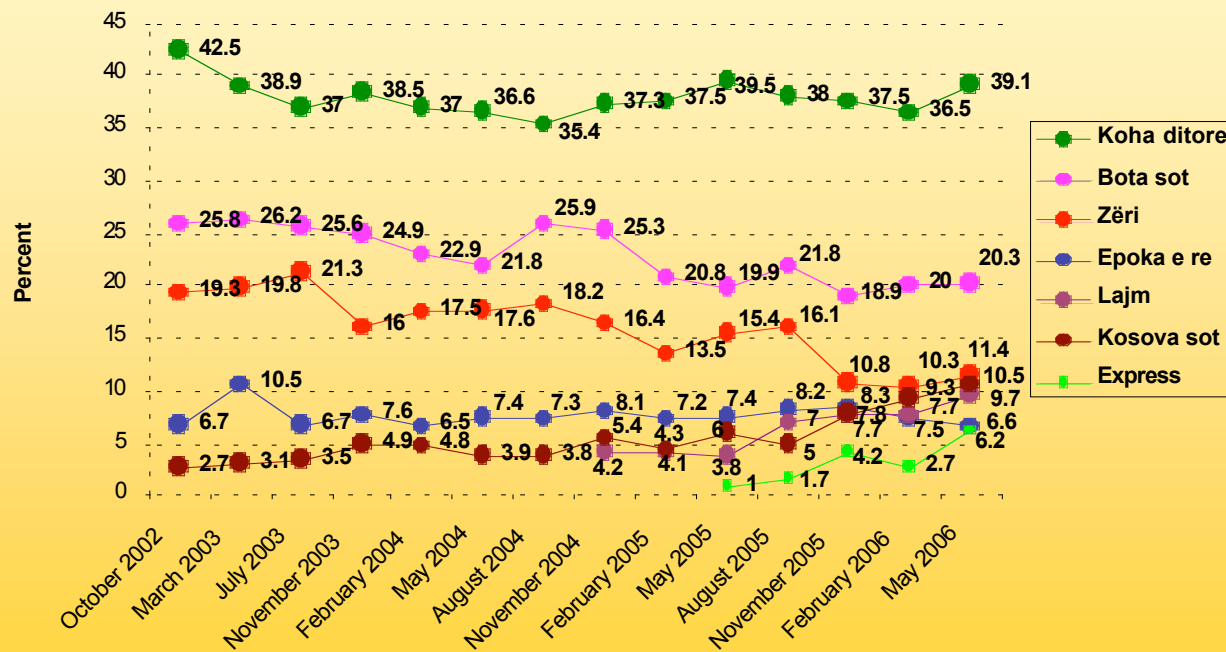
Zëri = 4.9%

Kosova sot = 4.0%

Lajm = 3.5%

Epoka e re = 3.3%

Readership of Dailies



Note: Cumulative % of 1st and 2nd

Koha ditore = 39.1%

Bota sot = 20.3%

Zëri = 11.4%

Kosova sot = 10.5%

Lajm = 9.7%

Epoka e re = 6.6%

Express = 6.2%